



ENALEE BOUNDS...
MAIN STREET ENTREPRENEUR

Tourism...
am
It!

ON MAIN STREET THE DIFFERENCE BETWEEN BLACK AND RED IS GREEN.

The quest for good fortune has always been on the minds of those who built their businesses on the banks of the Patapsco River. From the enterprising Ellicott Brothers of yesterday to the restaurant and shop owners of today, Ellicott City calls to the entrepreneurial spirit. As Howard County's top tourism attraction the historic town and its economy thrive on visiting customers.

Over 23,000 people come to Howard County's Visitor Center annually looking for ways to spend their money. In fact, visitors pump an estimated \$16 million into Howard County's local economy each year. Often, for the small business entrepreneur, these dollars mean the difference between finishing in the black and finishing in the red.

Howard County Tourism knows that having fun is serious business. And although we can't guarantee the success or failure of your small business, we can help bring in the green that will keep you in the black!

The Howard County Tourism Council
*We know **HAVING FUN IS SERIOUS BUSINESS!***
Call 410-313-1900 today for membership details



www.visithowardcounty.com



ROWAN HASTINGS...
PUMPKIN AFICIONADO

Tourism...
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A VISIT TO THE PUMPKIN PATCH MEANS MORE THAN A PERFECT JACK-O-LANTERN.

Farming is not what it used to be! Just ask any one of Howard County's local agricultural businesses. In many instances innovative children programs and special attractions are now as much a part of their bottom line as yearly crop production.

With thousands of children and their families making their way to Howard County for berry picking, pumpkin patches and petting zoos, yesterday's farms are today's travel destinations. Nationwide, the yearly economic impact of the agri-tourism business is growing. Visitors are vital to their success and their success is vital to our economy.

Howard County Tourism knows that having fun is serious business. And although we can't guarantee a fairy tale ending by turning your pumpkins into Cinderella's coach, we can make sure that visitors know where to go to pick that perfect jack-o-lantern!

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MERRIWEATHER
POST PAVILION

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AT THIS LAWN PARTY THE BEAT GOES ON LONG AFTER THE MUSIC STOPS.

Like a siren's song, music on the evening air has called visitors to Columbia, Maryland for more than 40 years. With artists like Jimi Hendrix, Madonna, Jack Johnson and Kenny Chesney, Merriweather Post Pavilion attracts millions to Howard County. Over 220,000 tickets were sold last year alone

Ninety percent of ticket buyers live outside the county. With each ticket purchase comes revenue for local government and customers for local businesses. In fact, concert goers pumped an estimated \$5 million into the local economy last year. While here, they discover local businesses, restaurants and night spots that keep them coming back for more long after the music stops.

Howard County Tourism knows that having fun is serious business. And although we can't get you backstage to meet the stars, our Visitor's Guide can beat the drum and introduce your business to all those in front of the stage waiting for the show to begin.

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GOOD TIMES EQUAL GOOD BUSINESS WHEN YOU'RE THE STAR THAT LIGHTS THE WAY!

Good times make lasting impressions. With over a quarter million people attending Howard County's signature fairs and festivals annually, smart companies know that it's good business to play the starring role by putting their name in the forefront of fun events.

Events like Comcast Cherrybration, Wine in the Woods and the Columbia Festival of the Arts bring public relation opportunities to local businesses that create goodwill. Whether it's underwriting "Lanterns of Hope" workshops at the library or the "Chalk It Up" contest at the Columbia lakefront, an investment in event sponsorship is a solid marketing decision.

Howard County Tourism knows that having fun is serious business. And although we can't guarantee what's in the stars for your business, we can connect you to events and promotions that will let you shine in the eyes of your customers.

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BOB HENIG
BOB'S BMW

Tourism...
am
It!

WHEN YOU'RE LEADER OF THE PACK IT'S IMPORTANT TO KNOW WHERE YOU'RE GOING

For those who live to ride, the highway IS the destination--but knowing where to stop for the best burger also comes in handy! That's why thousands of motorcycle enthusiasts visit Bob's BMW. He makes sure his customers enjoy their ride to the fullest by being an informed source on which roads to ride, what to see along the way, where to eat, and how to get there.

And where does Bob get his information? From Howard County Tourism--the official destination marketing organization for Howard County. With accurate, in-depth information available for free on its website and in the Visitor Center, Howard County Tourism helps Bob deliver quality customer service and lead his pack down the road on their next adventure.

Howard County Tourism knows that having fun is serious business. And although we can't match the thrill of the wind on your face as you ride the open road with Bob, we can make sure you know where to stop along the way.

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MICHAEL BAUER
BARTENDER, JORDAN'S STEAKHOUSE

Tourism...
am
It!

IN TODAY'S ECONOMY, THE RIGHT MIX OF WORK AND PLAY IS A RECIPE FOR SUCCESS.

Everyone needs playtime. Whether it's a meal at your favorite restaurant or staying the night at a hotel with a round of golf in the morning, playtime is important to you. However, your playtime is even more important to the success of our local economy and those who make their living delivering fun.

The local tourism industry provides 8,000 jobs. Its workforce is varied and far-reaching. It includes restaurant waitstaff and chefs, hotel meeting planners and housekeepers, resort landscapers and golf pros— not to mention all those employed by the wholesale distributors who supply the industry. Without the availability of these service jobs, unemployment rates would skyrocket.

Howard County Tourism knows that having fun is serious business. And although we can't divulge the recipe for Jordan's signature martinis, we can make sure the workforce mix is right for economic development by creating the service jobs that keep our local economy strong.

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